

(Anonymous) is a strong supporter to energy and environmental conservation. Every (Anonymous) display, CRT or LCD, is Energy Star compliant. We are in full agreement with EPA to promote this concept and help improve the visibility of the Energy Star logo. The goal is to increase consumer awareness so when a consumer makes product purchasing decisions, energy and environmental conservation is one of the priorities in their evaluation criteria.

Based on this concept, (Anonymous) has made many efforts to increase the visibility of the Energy Star logo and the regulatory compliance, and we feel such an effort should be directed at the consumer prior to a purchasing decision. Therefore, even before the new Energy Star Partnership Agreement was discussed, (Anonymous) had already put Energy Star compliance on our product literature, on the product packing, and on our Web sites.

While complicating material planning and the manufacturing process, putting an Energy Star logo sticker on the front or top of every monitor produced may not necessarily be the best approach in such an awareness promotion. This is because normally when a consumer sees and touches the monitor, he or she has already made the purchase and the typical end user is very likely to tear off the sticker from the bezel.

We feel the most effective way to promote energy/environmental conservation and the Energy Star logo is before a purchase decision is made. We, therefore, feel the number 11 proposal "Develop an Energy Star point-of-purchase promotional item, such as a shelf talker, and work with retail staff to place it in retail stores along with qualifying monitor models" would be the most effective while having the least impact on a manufacturer's material planning and manufacturing process.

To implement such a proposal, our preference is to develop an Energy Star sticker that can be applied to the front bezel of a demo unit at the Retail shelf. And if this becomes an EPA requirement that every monitor manufacturer needs to follow, we would also appreciate EPA's official notice to Retailers for their cooperation.

Our secondary preference would be number 8, "Include the label and a brief mention of Energy Star on a promotional piece provided in the shipping box," provided that we may use available space on existing material in our current packaging, such as our Quick Start Guide. Although this proposal would not achieve the goal of reaching the consumer before the purchasing decision, it would allow monitor manufacturers to fully support the EPA's objectives without undue burden on their material planning, product cost, and manufacturing process.

Finally, we would like to reiterate (Anonymous's) full support to EPA's initiatives. Your kind considerations to minimize the impacts on our manufacturing is greatly appreciated. If we may provide further inputs, please let us know.